(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: 16 Nicotine: 1.0 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	CO: N/A	1996 SHIELD FF KS SP FF S N 20
		REPORTABLE EXPEN	DITURES

(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 16 Nicotine: 1,0 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A		
	REPORTABLE EXPENDITURES		
+13)	CAT-A-Expenses (Newspapers)		
(14)	CAT-B-Expenses (Magazines)		
(15)	CAT-C-Expenses (Outdoor).		
(16)	CAT-D-Expenses (Audio Visual)		
(17)	CAT-E-EXPENSES (Public Transport)		
(18)	CAT-F-Expenses (Direct Mail)		
(19)	CAT-G-Expenses (Point of Sale)		
(20)	CAT-H-Expenses (Promotional Allowances)		
(21)	CAT-I-Expenses (Samples)		
(22)	CAT-J-Expenses (Items)		
(23)	CAT-K-Expenses (Public Entertainment).		
(24)	CAT-L-Expenses (Endorsement)		
(25)	CAT-M-Expenses (Retail Value & Coupon)		
(26)	CAT-N-Expenses (All Other)		
(27)	Total Reportable Expenditures for Variety		

Name Change - May 1995

Sporting Events.....

(28)

(29)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: 16 Nicotine: 1.6 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment).
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events

Name Change - May 1995

(29)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 16 Nicotine: 1.0 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A		
	REPORTABLE EXPENDITURES		
(13)	CAT-A-Expenses (Newspapers).		
([4)	CAT-B-Expenses (Magazines)		
(15)	CAT-C-Expenses (Outdoor).		
(16)	CAT-D-Expenses (Audio Visual)		
(17)	CAT-E-EXPENSES (Public Transport)		
(18)	CAT-F-Expenses (Direct Mail)		
(19)	CAT-G-Expenses (Point of Sale)		
(20)	CAT-H-Expenses (Promotional Allowances)		
(21)	CAT-I-Expenses (Samples)		
(22)	CAT-J-Expenses (Items).		
(23)	CAT-K-Expenses (Public Entertainment)		
(24)	CAT-L-Expenses (Endorsement)		
(25)	CAT-M-Expenses (Retail Value & Coupon)		
(26)	CAT-N-Expenses (All Other)		
(27)	Total Reportable Expenditures for Variety		
(28)	Sporting Events		
(29)	Ratings on Pack		

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Brand Family Name	946 SHIELD LTS KS SP 84 S N 20
	REPORTABLE EXPEND	ITURES
(13)	CAT-A-Expenses (Newspapers)	
(14)	CAT-B-Expenses (Magazines)	
(15)	CAT-C-Expenses (Outdoor)	
(16)	CAT-D-Expenses (Audio Visual)	
(17)	CAT-E-EXPENSES (Public Transport)	
(18)	CAT-F-Expenses (Direct Mail)	
(19)	CAT-G-Expenses (Point of Sale)	
(20)	CAT-H-Expenses (Promotional Allowances)	
(21)	CAT-I-Expenses (Samples)	
(22)	CAT-J-Expenses (Items)	
(23)	CAT-K-Expenses (Public Entertainment)	

CAT-L-Expenses (Endorsement)......

CAT-N-Expenses (All Other).....

Sporting Events.....

CAT-M-Expenses (Retail Value & Coupon).....

Total Reportable Expenditures for Variety

(24)

(25)

(26) (27)

(28)

(29)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 11 Nicotine: 0.7 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	CO: N/A	SHIELD LTS KS MEN SP 84 F S M 20
		REPORTABLE EXPENDITU	RES

L3)	CAT-A-Expenses (Newspapers).
[4)	CAT-B-Expenses (Magazines).
15)	CAT-C-Expenses (Outdoor)
16)	CAT-D-Expenses (Audio Visual)
17)	CAT-E-EXPENSES (Public Transport)
18)	CAT-F-Expenses (Direct Mail)
19)	CAT-G-Expenses (Point of Sale)
20)	CAT-H-Expenses (Promotional Allowances)
21)	CAT-I-Expenses (Samples)
22)	CAT-J-Expenses (Items)
23)	CAT-K-Expenses (Public Entertainment)
24)	CAT-L-Expenses (Endorsement)
25)	CAT-M-Expenses (Retail Value & Coupon)
26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CAT-G-Expenses (Point of Sale).....

CAT-H-Expenses (Promotional Allowances)

CAT-I-Expenses (Samples)

CAT-J-Expenses (Items)

CAT-M-Expenses (Retail Value & Coupon).....

Total Reportable Expenditures for Variety.....

CAT-K-Expenses (Public Entertainment)......

CAT-L-Expenses (Endorsement).

CAT-N-Expenses (All Other)

Sporting Events

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 11 Nicotine: 0.7 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	CO: N/A	1996. 5HIELD LTS 100 5P 100 F 5 N 20	
		REPORTABLE	EXPENDITURES	
(13)	CAT-A-Expenses (News	spapers)		
(4)	CAT-B-Expenses (Maga	(zines)		

(15)

(16) (17)

(18)

(19) (20)

(21) (22)

(23)

(24)

(25)

(26)

(27)

(28)

(29)

		.1996	
f1)	Year Covered		
(2)	Brand Family Name	SHIELD	
(3)	Descriptions:	LTS 100 Men SP	
(4)	Product Length	100	
(5)	Filter (F or N)	FS	
(6)	Pack (H or S)		
(7)	Flavor (M.N. or O)	M	
(8)	Num Per Pack:	20	
(9)	Tar: [] Nicotine: 0,8 CO: N/A		
(10)	Variety Units Sales:		
(11)	Variety Dollar Sales:		
(12)	Last Date Sold: N/A		

REPORTABLE EXPENDITURES

13)	CAT-A-Expenses (Newspapers)
14)	CAT-B-Expenses (Magazines)
15)	CAT-C-Expenses (Outdoor)
16)	CAT-D-Expenses (Audio Visual)
17)	CAT-E-EXPENSES (Public Transport)
18)	CAT-F-Expenses (Direct Mail)
19)	CAT-G-Expenses (Point of Sale)
20)	CAT-H-Expenses (Promotional Allowances)
(121)	CAT-I-Expenses (Sumples)
22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 6 Nicotine: 0.5 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-4-Expenses (Newspapers).
(14)	CAT-8-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mati)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	I GIJ COVELED	SHIELD ULts 100 SP 100 F S N 20
-	REPORTABLE EXPENDITURE	:S
	*	
(13)	CAT-A-Expenses (Newspapers)	***************************************
{ [] }	CAT-B-Expenses (Magazines)	***************************************
(15)	CAT-C-Expenses (Outdoor)	
(16)	CAT-D-Expenses (Audio Visual)	***************************************
(17)	CAT-E-EXPENSES (Public Transport)	
(18)	CAT-F-Expenses (Direct Mail)	****************
(19)	CAT-G-Expenses (Point of Sale)	
(20)	CAT-H-Expenses (Promotional Allowances)	
(21)	CAT-I-Expenses (Samples)	
(22)	CAT-J-Expenses (Items)	
(23)	CAT-K-Expenses (Public Entertainment)	
(24)	CAT-L-Expenses (Endorsement)	
(25)	CAT-M-Expenses (Retail Value & Coupon)	
(26)	CAT-N-Expenses (All Other)	
(27)	Total Reportable Expenditures for Variety	••••••
(28)	Sporting Events	

(29)

Name Change - May 1995

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: A4 Nicotine: 1.6 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	CO: N/A	1946 SHIELD KS NF SP 84 N 5 N
		REPORTABLE EXPENDITURE	ES
(13)	CAT-A-Expenses (New	s spapers)	***************************************
(14)	CAT-B-Expenses (May	gazines)	
(15)	CAT-C-Expenses (Out-	doori	**************************************
(16)	CAT-D-Expenses (Aud	ho Visual)	
(17)	CAT-E-EXPENSES (Pub	olic Transport)	***************************************
(18)	CAT-F-Expenses (Direct	Mail)	
(19)	CAT-G-Expenses (Poin	nt of Sale)	
(20)	CAT-H-Expenses (Promo	otional Alfowances)	
(21)	CAT-I-Expenses (Sample:	ง)	
(22)	CAT-J-Expenses (Items).	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
(23)	CAT-K-Expenses (Public	Entert;unment)	***************************************
(24)	CAT-L-Expenses (Ende	orsement)	
(25)	CAT-M-Expenses (Reta	ul Vidue & Coupon)	***************************************
(26)	CAT-N-Expenses (All	Other)	
(27)	Total Reportable Expendit	tures for Variety	
(28)	Sporting Events		

Name Change - May 1995

(29)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: 2H Nicotine: 1-6 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events.
(29)	Ratings on Pack.

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: 16 Nicotine: 1.0 CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
+13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items).
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)

Total Reportable Expenditures for Variety.....

Sporting Events

(27)

(28)

(29)

(1) Year Covered (2) Brand Family Name (3) Descriptions: (4) Product Length (5) Filter (F or N) (6) Pack (H or S) (7) Flavor (M.N. or O) (8) Num Per Pack: (9) Tar: 16 Nicotine: 1.0 CO: N/A (10) Variety Units Sales: (11) Variety Dollar Sales: (12) Last Date Sold; N/A	Famous Value FF 100 SP 100 F 5 N 20
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------

(13)	CAT-A-Expenses (Newspapers)
ı (4)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment).
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

		1996
(1)	Year Covered	FAMOUS VAlue
(2)	Brand Family Name	
(3)	Descriptions:	Lts KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F 5
(6)	Pack (H or S)	
(7)	Flavor (M.N. or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0,7 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(11)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment).
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CONFIDENTIAL .

CIGARETTE REPORT FORM

(1) Year Covered (2) Brand Family Name (3) Descriptions: (4) Product Length (5) Filter (F or N) (6) Pack (H or S) (7) Flavor (M.N. or O) (8) Num Per Pack: (9) Tar: 11 Nicotine: 0.7 CO: N/A (10) Variety Units Sales: (11) Variety Dollar Sales: (12) Last Date Sold: N/A	nous Value KS Men SP
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Marl)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) Year Covered (2) Brand Family (3) Descriptions (4) Product Leng (5) Filter (F or N (6) Pack (H or S (7) Flavor (M,N (8) Num Per Pac (9) Tar: Il Nie (10) Variety Unit (11) Variety Dolla (12) Last Date So	y Name gth N) S) I, or O) ck: cotine: 0.7 CO: N/A ts Sales: lar Sales:	Famous Value Lts 100 SP 100 F S N 20
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------	--------------------------------------

(1.5)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport).
(18)	CAT-F-Expenses (Direct Mart)
(19)	CAT-G-Expenses (Point of Sale).
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment).
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

		1996
(1)	Year Covered	FAMOUS VAlve
(2)	Brand Family Name	rpm00
(3)	Descriptions:	Lts 100 MEN SP
(4)	Product Length	100
(5)	Fifter (F or N)	
(6)	Pack (H or S)	5 5
(7)	Flavor (M.N. or O)	Μ
(8)	Num Per Pack:	20
(9)	Tar: II Nicotine: 0 18 CO: N/A	
(H))	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold; N/A	

(I3)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio V(sual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Marl)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sumples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack NO

(1)	Year Covered	1996
(2)	Brand Family Name	FAMOUS VALUE UL+RA LTS KS SP
(3)	Descriptions:	UL+RA LTS KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	Ė
(7)	Flavor (M.N. or O)	М
(8)	Num Per Pack:	20
(9)	Tar: 6 Nicotine: 0.5 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(11)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: @ Nicotine: 0.5 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	CO: N/A	PAMOUS VALUE VITER LTS 100 SP 100 ° F S N 20

(13)	CAT-A-Expenses (Newspapers).
(4)	CAT-B-Expenses (Magazines)
c[5]	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1)	Year Covered		1996
(2)	Brand Family Name		Best Buy
(3)	Descriptions:		FF KS HP
(4)	Product Length		83
(5)	Filter (F or N)		F H
(6)	Pack (H or S)		Н
(7)	Flavor (M.N., or O)	_	N _.
(8)	Num Per Pack:		20
(9)	Tar: 15 Nicotine: 1.0	CO: N/A	
(10)	Variety Units Sales:		
(11)	Variety Dollar Sales:		T. 1 7 1 011. 1 1 100.
(12)	Last Date Sold: N/A		First Dale Sold: April 1996

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audro Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N)		1.996 Brst FF 100 F H	100 Bu	MEN	нР		
(6)	Pack (H or S)		H					
(7)	Flavor (M.N. or O)		M					
(X)	Num Per Pack:		20					
(9)	Tar: 16 Nicotine: 1.0	CO: N/A						
(10)	Variety Units Sales:						· 1	1001
(1I)	Variety Dollar Sales:		ر دسیم	co+	Date	Sold:	April	1776
(12)	Last Date Sold: N/A		F17	21	Ourc	<i></i>	- •	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
(4)	CAT-B-Expenses (Magazines)
15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon),
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1)	Year Covered	1996.
		BASIC
(2)	Brand Family Name	
(3)	Descriptions:	FF 100 HP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	Н
(7)	Flavor (M.N. or O)	N
(X)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0 CO: N/A	
(10)	Variety Units Sales:	
(H)	Variety Dollar Sales:	First Date Sold: April 1996
(12)	Last Date Sold: N/A	FIIST Dure Solo, April 1110

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
([4]	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport).
(18)	CAT-F-Expenses (Direct Marl)
(19)	CAT-G-Expenses (Point of Sale).
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sumples)
(22)	CAT-J-Expenses (items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety.
(28)	Sporting Events
(29)	Ratings on Pack

(1)	Year Covered	1996
(2)	Brand Family Name	PARLIAMENT
(3)	Descriptions:	LTS LS MEN HP
(4)	Product Length	80
(5)	Filter (F or N)	80 F
(6)	Pack (H or S)	H
(7)	Flavor (M.N., or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 10 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	•
(11)	Variety Dollar Sales:	First Dale Sold - April 1996
(12)	Last Date Sold: N/A	rirst Daie Sold - 11pm

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale).
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2)	Year Covered Brand Family Name	1996 PARLIAMENT
(3)	Descriptions:	LTS 100 MEN HP
(4)	Product Length	100
(5)	Filter (F or N)	100 F H
(6)	Pack (H or S)	·Н
(7)	Flavor (M.N. or O)	M
(8)	Num Per Pack:	M 20
(9)	Tart 13 Nicotine: 0.9 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales;	- 1 - 1 0 11 1 - 1 199/2
(12)	Last Date Sold: N/A	First Date Sold - April 1996

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor).
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale).
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sumples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Pear Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar. W/A /6 Nicotine: W/A CO: N/A / Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A 1995 /996 Ring F HP King F HP 83 F 70 70 70 70 F F 70 F 71 72 73 74 75 75 76 77 77 78 79 79 79 79 79 79 79		
	REPORTABLE EXPENDITURES		
(13)	CAT-A-Expenses (Newspapers)		
(14)	CAT-B-Expenses (Magazines)		
(15)	CAT-C-Expenses (Outdoor)		
(16)	CAT-D-Expenses (Audio Visual)		
(17)	CAT-E-EXPENSES (Public Transport)		
(18)	CAT-F-Expenses (Direct Mail)		
(19)	CAT-G-Expenses (Point of Sale)		
(20)	CAT-H-Expenses (Promotional Allowances)		
(21)	CAT-I-Expenses (Samples)		
(22)	CAT-J-Expenses (Items)		
(23)	CAT-K-Expenses (Public Entertainment)		
(24)	CAT-L-Expenses (Endorsement)		
(25)	CAT-M-Expenses (Retail Value & Coupon)		
(26)	CAT-N-Expenses (All Other)		
(27)	Total Reportable Expenditures for Variety		
(28)	Sporting Events		
(29)	Ratings on Pack		

Introduced 1996 Discontinued later in 1996

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (For N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A Page 1996 Players Lights Navy Cut King F HP Light 83 F H N 30 F TFIRST Date Sold = April
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

Introduced 1996
Discontinued later in 1996

1996

(1)	Year Covered	1996
(2)	Brand Family Name	Gen Co
(3)	Descriptions:	FF KS HP
(4)	Product Length	83
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M.N. or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 17 Nicotine: 1.0 CO: N/A	
(10)	Variety Units Sales:	1 - 1 0 - 1 00/
(11)	Variety Dollar Sales:	First Date Sold - May 1996
(12)	Last Date Sold: N/A	11101

REPORTABLE EXPENDITURES

131	CAT-A-Expenses (Newspapers)
14)	CAT-B-Expenses (Magazines)
15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
17)	CAT-E-EXPENSES (Public Transport)
18)	CAT-F-Expenses (Direct Mail)
19)	CAT-G-Expenses (Point of Sale)
20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertunment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

		.1996
(1)	Year Covered	·
(2)	Brand Family Name	Genco
(3)	Descriptions:	LTS KS HP
(4)	Product Length	83
(5)	Filter (F or N)	F
(6)	Pack (H or S)	Н
(7)	Flavor (M.N. or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.8 CO: N.	4
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	First Date Sold-May 1996
(12)	Last Date Sold: N/A	FIIST LIVE SOID - MINY TITE

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other).
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(6) Pack (H or S) F (7) Flavor (M.N. or O) H (8) Num Per Pack:	(1) (2) (3) (4)	Year Covered Brand Family Name Descriptions: Product Length		1996 GeNCO FF 100	HP		
(10) Variety Units Sales: (11) Variety Dollar Sales: First Date Sold - May 199	(7) (8) (9) (10)	Flavor (M.N. or O) Num Per Pack: Tar: 16 Nicotine: 1,0 Variety Units Sales:	CO: N/A	F H N 20	Date	Sold - May	1996

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines).
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale).
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sumples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement).
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CONFIDENTIAL .

CIGARETTE REPORT FORM

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Variety Units Sales: Last Date Sold: N/A			
REPORTABLE EXPENDITURES				
(13)	CAT-A-Expênses (Newspapers).			
(14)	CAT-B-Expenses (Magazines)			
(15)	CAT-C-Expenses (Outdoor)			
(16)	CAT-D-Expenses (Audio Visual)			
(17)	CAT-E-EXPENSES (Public Transport)			
(18)	CAT-F-Expenses (Direct Mail)			
(19)	CAT-G-Expenses (Point of Sale)			
(20)	CAT-H-Expenses (Promotional Allowances)			
(21)	CAT-I-Expenses (Samples)			
(22)	CAT-J-Expenses (Items)			
(23)	CAT-K-Expenses (Public Entertainment)			
(24)	CAT-L-Expenses (Endorsement)			
(25)	CAT-M-Expenses (Retail Value & Coupon)			
(26)	CAT-N-Expenses (All Other)			
(27)	Total Reportable Expenditures for Variety			
(28)	Sporting Events			
(29)	Ratings on Pack			

	oronical representation of the second			
(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: 14/4- 16 Nicotine: 14/4- CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A			
REPORTABLE EXPENDITURES				
(13)	CAT-A-Expenses (Newspapers)			
(14)	CAT-B-Expenses (Magazines)			
(15)	CAT-C-Expenses (Outdoor)			
(16)	CAT-D-Expenses (Audio Visual)			
(17)	CAT-E-EXPENSES (Public Transport)			
(18)	CAT-F-Expenses (Direct Mail)			
(19)	CAT-G-Expenses (Point of Sale)			
(20)	CAT-H-Expenses (Promotional Allowances)			
(21)	CAT-I-Expenses (Samples)			
(22)	CAT-J-Expenses (Items)			
(23)	CAT-K-Expenses (Public Entertainment)			
(24)	CAT-L-Expenses (Endorsement)			
(25)	CAT-M-Expenses (Retail Value & Coupon)			
(26)	CAT-N-Expenses (All Other)			
(27)	Total Reportable Expenditures for Variety			
(28)	Sporting Events			

(29)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A				
REPORTABLE EXPENDITURES					
(13)	CAT-A-Expenses (Newspapers),				
(14)	CAT-B-Expenses (Magazines)				
(15)	CAT-C-Expenses (Outdoor)				
(16)	CAT-D-Expenses (Audio Visual)				
(17)	CAT-E-EXPENSES (Public Transport)				
(18)	CAT-F-Expenses (Direct Mail)				
(19)	CAT-G-Expenses (Point of Sale)				
(20)	CAT-H-Expenses (Promotional Allowances)				
(21)	CAT-I-Expenses (Samples)				
(22)	CAT-J-Expenses (Items)				
(23)	CAT-K-Expenses (Public Entertainment)				
(24)	CAT-L-Expenses (Endorsement)				
(25)	CAT-M-Expenses (Retail Value & Coupon)				
(26)	CAT-N-Expenses (All Other)				
(27)	Total Reportable Expenditures for Variety				
(28)	Sporting Events				
(29)	Ratings on Pack				

CONFIDENTIAL

CIGARETTE REPORT FORM

. .

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: 14/4- 16 Nicotine: 10/2 CO: N/A Variety Units Sales: Last Date Sold: N/A
(12)	
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual).
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CONFIDENTIAL ..

CIGARETTE REPORT FORM

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: NATA /6 Nicotine: NATA CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	Skyline Series New Yorker Full Flavor King Size 84 F S N 20
	REPORTABLE EXPEN	DITURES

(13) CAT-A-Expenses (Newspapers). (14) CAT-B-Expenses (Magazines). (15) CAT-C-Expenses (Outdoor). (16) CAT-D-Expenses (Audio Visual). (17) CAT-E-EXPENSES (Public Transport). (18) CAT-F-Expenses (Direct Mail). (19) CAT-G-Expenses (Point of Sale). (20) CAT-H-Expenses (Promotional Allowances). (21) CAT-I-Expenses (Samples). (22) CAT-J-Expenses (Items). (23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety. (28) Sporting Events.		- <u>-</u>
(15) CAT-C-Expenses (Outdoor). (16) CAT-D-Expenses (Audio Visual). (17) CAT-E-EXPENSES (Public Transport). (18) CAT-F-Expenses (Direct Mail). (19) CAT-G-Expenses (Point of Sale). (20) CAT-H-Expenses (Promotional Allowances). (21) CAT-I-Expenses (Samples). (22) CAT-J-Expenses (Items). (23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety.	(13)	CAT-A-Expenses (Newspapers)
(15) CAT-C-Expenses (Outdoor). (16) CAT-D-Expenses (Audio Visual). (17) CAT-E-EXPENSES (Public Transport). (18) CAT-F-Expenses (Direct Mail). (19) CAT-G-Expenses (Point of Sale). (20) CAT-H-Expenses (Promotional Allowances). (21) CAT-I-Expenses (Samples). (22) CAT-J-Expenses (Items). (23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety.	(14)	CAT-B-Expenses (Magazines)
(16) CAT-D-Expenses (Audio Visual). (17) CAT-E-EXPENSES (Public Transport). (18) CAT-F-Expenses (Direct Mail). (19) CAT-G-Expenses (Point of Sale). (20) CAT-H-Expenses (Promotional Allowances). (21) CAT-I-Expenses (Samples). (22) CAT-J-Expenses (Items). (23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety. (28) Sporting Events.	(15)	
(17) CAT-E-EXPENSES (Public Transport) (18) CAT-F-Expenses (Direct Mail) (19) CAT-G-Expenses (Point of Sale) (20) CAT-H-Expenses (Promotional Allowances) (21) CAT-I-Expenses (Samples) (22) CAT-J-Expenses (Items) (23) CAT-K-Expenses (Public Entertainment) (24) CAT-L-Expenses (Endorsement) (25) CAT-M-Expenses (Retail Value & Coupon) (26) CAT-N-Expenses (All Other) (27) Total Reportable Expenditures for Variety (28) Sporting Events	(16)	
(19) CAT-G-Expenses (Point of Sale) (20) CAT-H-Expenses (Promotional Allowances) (21) CAT-I-Expenses (Samples) (22) CAT-J-Expenses (Items) (23) CAT-K-Expenses (Public Entertainment) (24) CAT-L-Expenses (Endorsement) (25) CAT-M-Expenses (Retail Value & Coupon) (26) CAT-N-Expenses (All Other) (27) Total Reportable Expenditures for Variety (28) Sporting Events	(17)	
(19) CAT-G-Expenses (Point of Sale) (20) CAT-H-Expenses (Promotional Allowances) (21) CAT-I-Expenses (Samples) (22) CAT-J-Expenses (Items) (23) CAT-K-Expenses (Public Entertainment) (24) CAT-L-Expenses (Endorsement) (25) CAT-M-Expenses (Retail Value & Coupon) (26) CAT-N-Expenses (All Other) (27) Total Reportable Expenditures for Variety (28) Sporting Events	(18)	CAT-F-Expenses (Direct Mail)
(21) CAT-I-Expenses (Samples) (22) CAT-J-Expenses (Items) (23) CAT-K-Expenses (Public Entertainment) (24) CAT-L-Expenses (Endorsement) (25) CAT-M-Expenses (Retail Value & Coupon) (26) CAT-N-Expenses (All Other) (27) Total Reportable Expenditures for Variety (28) Sporting Events	(19)	
(21) CAT-I-Expenses (Samples) (22) CAT-J-Expenses (Items) (23) CAT-K-Expenses (Public Entertainment) (24) CAT-L-Expenses (Endorsement) (25) CAT-M-Expenses (Retail Value & Coupon) (26) CAT-N-Expenses (All Other) (27) Total Reportable Expenditures for Variety (28) Sporting Events	(20)	CAT-H-Expenses (Promotional Allowances)
(22) CAT-J-Expenses (Items). (23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety. (28) Sporting Events.	(21)	
(23) CAT-K-Expenses (Public Entertainment). (24) CAT-L-Expenses (Endorsement). (25) CAT-M-Expenses (Retail Value & Coupon). (26) CAT-N-Expenses (All Other). (27) Total Reportable Expenditures for Variety. (28) Sporting Events.	(22)	
(25) CAT-M-Expenses (Retail Value & Coupon)	(23)	
(26) CAT-N-Expenses (All Other)	(24)	CAT-L-Expenses (Endorsement)
(27) Total Reportable Expenditures for Variety	(25)	CAT-M-Expenses (Retail Value & Coupon)
(27) Total Reportable Expenditures for Variety (28) Sporting Events	(26)	CAT-N-Expenses (All Other)
(28) Sporting Events	(27)	
	(28)	
	(29)	

CONFIDENTIAL

CIGARETTE REPORT FORM

(1) Year Covered (2) Brand Family Name (3) Descriptions: (4) Product Length (5) Filter (F or N) (6) Pack (H or S) (7) Flavor (M.N. or O) (8) Num Per Pack: (9) Tar: N/A 16 Nicotine: N/A (10) Variety Units Sales: (11) Variety Dollar Sales: (12) Last Date Sold; N/A	Size					
REPORTABLE EXPENDITURES	REPORTABLE EXPENDITURES					
(13) CAT-A-Expenses (Newspapers)						
(14) CAT-B-Expenses (Magazines)						
(15) CAT-C-Expenses (Outdoor)						
(16) CAT-D-Expenses (Audio Visual)						
(17) CAT-E-EXPENSES (Public Transport)						
(18) CAT-F-Expenses (Direct Mail)						
(19) CAT-G-Expenses (Point of Sale)						
(20) CAT-H-Expenses (Promotional Allowances)						
(21) CAT-I-Expenses (Samples)						
(22) CAT-J-Expenses (Items)						
(23) CAT-K-Expenses (Public Entertainment)						
(24) CAT-L-Expenses (Endorsement)						
(25) CAT-M-Expenses (Retail Value & Coupon)						
(26) CAT-N-Expenses (All Other)						
(27) Total Reportable Expenditures for Variety						
(28) Sporting Events						
(29) Ratings on Pack						

CIGARETTE REPORT FORM

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A 16 Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A			
REPORTABLE EXPENDITURES				
(13)	CAT-A-Expenses (Newspapers)			
(14)	CAT-B-Expenses (Magazines)			
(15)	CAT-C-Expenses (Outdoor)			

CAT-D-Expenses (Audio Visual).....

CAT-E-EXPENSES (Public Transport)

CAT-F-Expenses (Direct Mail)

CAT-G-Expenses (Point of Sale).

CAT-H-Expenses (Promotional Allowances)

CAT-I-Expenses (Samples)

CAT-J-Expenses (Items)

CAT-K-Expenses (Public Entertainment)

CAT-M-Expenses (Retail Value & Coupon).....

Total Reportable Expenditures for Variety.....

Sporting Events.....

CAT-N-Expenses (All Other).....

CAT-L-Expenses (Endorsement).

(16)

(17)

(18) (19)

(20)

(21) (22)

(23)

(24)

(25)

(26)

(27)

(28)

	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A 16 Nicotine: N/A CO: N/A Variety Units Sales: Last Date Sold: N/A
		REPORTABLE EXPENDITURES
	(13)	CAT-A-Expenses (Newspapers)
	(14)	CAT-B-Expenses (Magazines)
	(15)	CAT-C-Expenses (Outdoor)
	(16)	CAT-D-Expenses (Audio Visual)
	(17)	CAT-E-EXPENSES (Public Transport)
	(18)	CAT-F-Expenses (Direct Mail)
	(19)	CAT-G-Expenses (Point of Sale)
	(20)	CAT-H-Expenses (Promotional Allowances)
	(21)	CAT-I-Expenses (Samples)
	(22)	CAT-J-Expenses (Items)
	(23)	CAT-K-Expenses (Public Entertainment)
	(24)	CAT-L-Expenses (Endorsement)
	(25)	CAT-M-Expenses (Retail Value & Coupon)
	(26)	CAT-N-Expenses (All Other)
,	(27)	Total Reportable Expenditures for Variety
	(28)	Sporting Events
	(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /6 Nicotine: N/A CO: N/A Variety Units Sales: Last Date Sold: N/A		
REPORTABLE EXPENDITURES			
(13)	CAT-A-Expenses (Newspapers).		
(14)	CAT-B-Expenses (Magazines)		
(15)	CAT-C-Expenses (Outdoor)		
(16)	CAT-D-Expenses (Audio Visual)		
(17)	CAT-E-EXPENSES (Public Transport)		
(18)	CAT-F-Expenses (Direct Mail)		
(19)	CAT-G-Expenses (Point of Sale)		
(20)	CAT-H-Expenses (Promotional Allowances)		
(21)	CAT-I-Expenses (Samples)		
(22)	CAT-J-Expenses (Items)		
(23)	CAT-K-Expenses (Public Entertainment)		
(24)	CAT-L-Expenses (Endorsement)		
(25)	CAT-M-Expenses (Retail Value & Coupon)		
(26)	CAT-N-Expenses (All Other)		
(27)	Total Reportable Expenditures for Variety		
(28)	Sporting Events		
(29)	Ratings on Pack		

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A			
	REPORTABLE EXPENDITURES			
(13)	CAT-A-Expenses (Newspapers)			
(14)	CAT-B-Expenses (Magazines)			
(15)	CAT-C-Expenses (Outdoor)			
(16)	CAT-D-Expenses (Audio Visual)			
(17)	CAT-E-EXPENSES (Public Transport)			
(18)	CAT-F-Expenses (Direct Mail)			
(19)	CAT-G-Expenses (Point of Sale)			
(20)	CAT-H-Expenses (Promotional Allowances)			
(21)	CAT-I-Expenses (Samples)			
(22)	CAT-J-Expenses (Items)			
(23)	CAT-K-Expenses (Public Entertainment)			
(24)	CAT-L-Expenses (Endorsement)			
(25)	CAT-M-Expenses (Retail Value & Coupon)			
(26)	CAT-N-Expenses (All Other)			
(27)	Total Reportable Expenditures for Variety			
(28)	Sporting Events			
(29)	Ratings on Pack			

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales:
(12)	Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A 20 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A					
	REPORTABLE EXPENDITURES					
(13)	CAT-A-Expenses (Newspapers)					
(14)	CAT-B-Expenses (Magazines)					
(15)	CAT-C-Expenses (Outdoor)					
(16)	CAT-D-Expenses (Audio Visual)					
(17)	CAT-E-EXPENSES (Public Transport)					
(18)	CAT-F-Expenses (Direct Mail)					
(19)	CAT-G-Expenses (Point of Sale)					
(20)	CAT-H-Expenses (Promotional Allowances)					
(21)	CAT-I-Expenses (Samples)					
(22)	CAT-J-Expenses (Items)					
(23)	CAT-K-Expenses (Public Entertainment)					
(24)	CAT-L-Expenses (Endorsement)					
(25)	CAT-M-Expenses (Retail Value & Coupon)					
(26)	CAT-N-Expenses (All Other)					
(27)	Total Reportable Expenditures for Variety					
(28)	Sporting Events					
(29)	Ratings on Pack					

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A / O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold; N/A				
	REPORTABLE EXPENDITURES				
(13)	CAT-A-Expenses (Newspapers).				
(14)	CAT-B-Expenses (Magazines)				
(15)	CAT-C-Expenses (Outdoor)				
(16)	CAT-D-Expenses (Audio Visual)				
(17)	CAT-E-EXPENSES (Public Transport)				
(18)	CAT-F-Expenses (Direct Mail)				
(19)	CAT-G-Expenses (Point of Sale)				
(20)	CAT-H-Expenses (Promotional Allowances)				
(21)	CAT-I-Expenses (Samples)				
(22)	CAT-J-Expenses (Items)				
(23)	CAT-K-Expenses (Public Entertainment)				
(24)	CAT-L-Expenses (Endorsement)				
(25)	CAT-M-Expenses (Retail Value & Coupon)				
(26)	CAT-N-Expenses (All Other)				
(27)	Total Reportable Expenditures for Variety				
(28)	Sporting Events				
(29)	Ratings on Pack				

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A			
	REPORTABLE EXPENDITURES			
(13)	CAT-A-Expenses (Newspapers)			
(14)	CAT-B-Expenses (Magazines)			
(15)	CAT-C-Expenses (Outdoor)			
(16)	CAT-D-Expenses (Audio Visual)			
(17)	CAT-E-EXPENSES (Public Transport)			
(18)	CAT-F-Expenses (Direct Mail)			
(19)	CAT-G-Expenses (Point of Sale)			
(20)	CAT-H-Expenses (Promotional Allowances)			
(21)	CAT-I-Expenses (Samples)			
(22)	CAT-J-Expenses (Items)			
(23)	CAT-K-Expenses (Public Entertainment)			
(24)	CAT-L-Expenses (Endorsement)			
(25)	CAT-M-Expenses (Retail Value & Coupon)			
(26)	CAT-N-Expenses (All Other)			
(27)	Total Reportable Expenditures for Variety			
(28)	Sporting Events			
(29)	Ratings on Pack			

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack; Tar: N/A /O Nicotine: N/A CO: N/A / 20 Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CIGARETTE REPORT FORM

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: N/A / O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A	1996 a Series e port L	ights	King	Size
	REPORTABLE EXPENDITURE:	S			
(13)	CAT-A-Expenses (Newspapers)	***************************************			
(14)	CAT-B-Expenses (Magazines)				
(15)	CAT-C-Expenses (Outdoor)				
(16)	CAT-D-Expenses (Audio Visual)				
(17)	CAT-E-EXPENSES (Public Transport)				
(18)	CAT-F-Expenses (Direct Mail)		••••		
(19)	CAT-G-Expenses (Point of Sale)	**********************	•••		
(20)	CAT-H-Expenses (Promotional Allowances)	********************	***		
(21)	CAT-I-Expenses (Samples)		******		
(22)	CAT-J-Expenses (Items)	• • • • • • • • • • • • • • • • • • • •	••.		
(23)	CAT-K-Expenses (Public Entertainment)		••••		
(24)	CAT-L-Expenses (Endorsement)		****************		
(25)	CAT-M-Expenses (Retail Value & Coupon)				
(26)	CAT-N-Expenses (All Other)		•••••		
(27)	Total Reportable Expenditures for Variety				

Sporting Events....

Ratings on Pack......

(28)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A 10 Nicotine: N/A CO: N/A V Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(2I)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack
	· · -

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

CIGARETTE REPORT FORM

CAT-N-Expenses (All Other)....

(26)

(27)

(28)

2 C

CIGARETTE REPORT FORM

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A		
REPORTABLE EXPENDITURES			
(13)	CAT-A-Expenses (Newspapers).		
(14)	CAT-B-Expenses (Magazines)		
(15)	CAT-C-Expenses (Outdoor)		
(16)	CAT-D-Expenses (Audio Visual)		
(17)	CAT-E-EXPENSES (Public Transport)		
(18)	CAT-F-Expenses (Direct Mail)		
(19)	CAT-G-Expenses (Point of Sale)		
(20)	CAT-H-Expenses (Promotional Allowances)		
(21)	CAT-I-Expenses (Sumples)		
(22)	CAT-J-Expenses (Items)		
(23)	CAT-K-Expenses (Public Entertainment)		
(24)	CAT-L-Expenses (Endorsement)		
(25)	CAT-M-Expenses (Retail Value & Coupon)		

CAT-N-Expenses (All Other)....

Total Reportable Expenditures for Variety.....

Sporting Events....

Ratings on Pack.....

(26) (27)

(28)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: NHA- /O Nicotine: NHA CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A Amediey Series Aries Lights Menthol King Size 84 F S M A A A A A A A A A A A A A A A A A A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport).
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar. N/Ar /O Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A 1995 1996 Medley Series Embassy Lights Menthol King 84 F Size A A O Newthol King 84 F Size A A O Nicotine: N/A CO: N/A A O Nicotine: N/A CO: N/A A O N/A O N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack: Tar: N/A /O Nicotine: N/A CO: N/A / Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Tan N/A: 10 Nicotine: N/A CO: N/A Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A 1995 1996 Med ley Series Seville Lights Menthol King Size 84 F S M Tan N/A: 10 Nicotine: N/A CO: N/A 20
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M.N. or O) Num Per Pack: Variety Units Sales: Variety Dollar Sales: Last Date Sold: N/A Pack Tamily Name Medley Series Sienna Lights Menthol King Size ### Menthol King Size ### Menthol King Size ### Menthol King Size ### Menthol King Size ### Menthol King Size ### Application of the product of
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-EXPENSES (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack